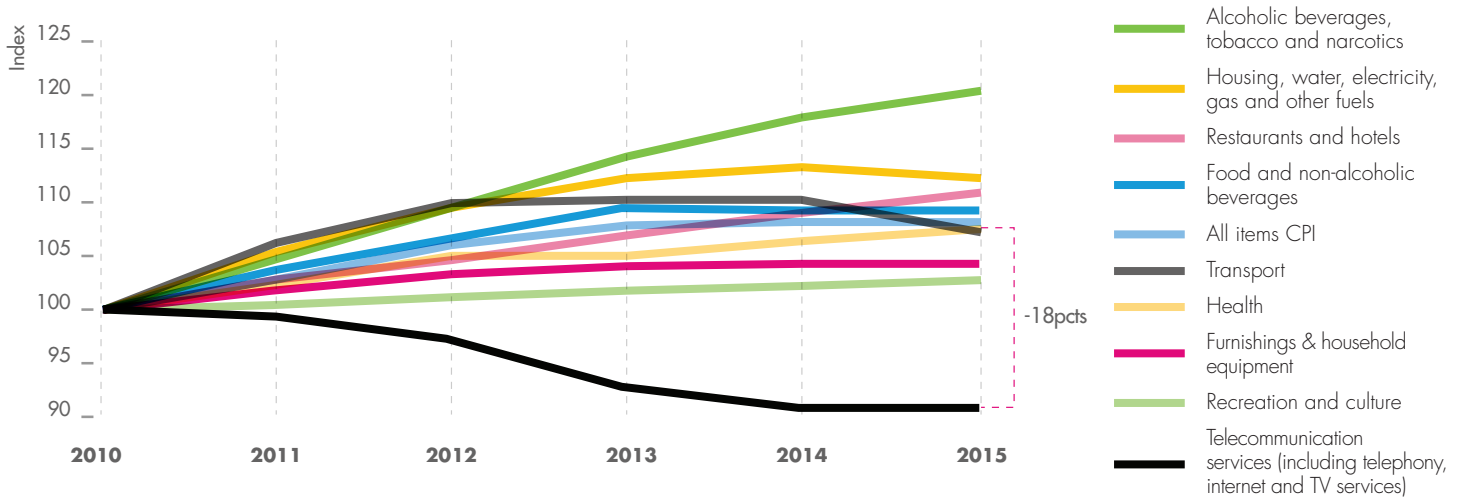


Fibre-powered value to European consumers

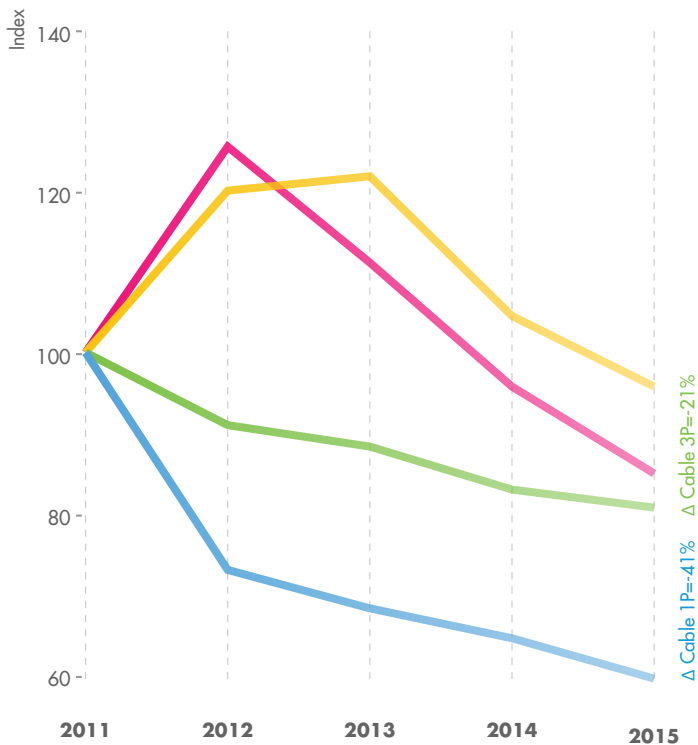
A - Overall telecom prices decreasing with 18 percentage points less than inflation over a 5 year period

Customer price index evolution in %, base 100 in 2010



B - Broadband retail prices have decreased by 29% in cable markets

Index of average broadband prices, 2011 = 100, cable markets are countries with cable coverage >60%



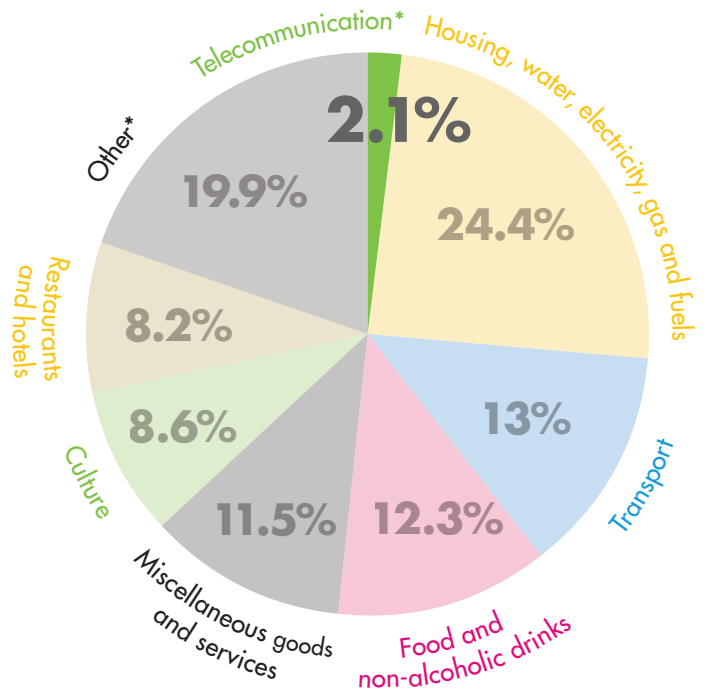
Single play - Cable Markets Single play - Non cable Markets
 Triple play - Cable Markets Triple play - Non cable Markets

C - Overall spending on telecommunications is a fraction of consumer spend

Average yearly spend per household

Share of wallet, in %

2014



*Includes furnishing, clothing, alcohol, health and other.

*Includes fixed telephony, mobile telephony, internet and TV services but excludes telephone equipment